

# Proposed General Plan Update Goals, Policies, and Implementation Actions



## Quality Neighborhoods

### **Vibrant, Attractive and Complete Neighborhoods**

**Goal QN-1                Develop new and preserve and enhance existing neighborhoods to be vibrant, attractive and complete.**

### **QN-1 Vibrant, Attractive and Complete Neighborhoods Policies**

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| Policy QN-1.1  | Include services and facilities within each neighborhood to meet the daily needs of neighborhood residents. At least TBD% of all San José residents should live within a ½ mile walking distance of schools, parks and retail services.  |
| Policy QN-1.2  | Maintain existing and develop new community services and gathering spaces that allow for increased social interaction of neighbors, (i.e. parks, community centers and gardens, schools, commercial areas, churches, and other gathering spaces).                                  |
| Policy QN-1.3  | Encourage the development and maintenance of compatible neighborhood retail and services within walking distance of residences as a means to promote the creation of “complete” neighborhoods.   |
| Policy QN-1.4  | Distribute neighborhood-oriented services and facilities equitably throughout the city’s neighborhoods, to the extent feasible. (San José 2020 GP) For specific policies related to City services and facilities refer to the Public Facilities and Services section of this Plan. |
| Policy QN-1.5  | Continue to work with neighborhoods on the planning and provision of City services and facilities to meet the specific needs of the given neighborhood.  |
| Policy QN-1.6  | New development should be designed to contribute to the positive identity of a neighborhood, encourage pedestrian activity and produce a positive urban environment.   |
| Policy QN- 1.7 | New development within neighborhoods should enhance the public realm, provide for direct and convenient pedestrian access and visually connect to the surrounding neighborhood. As opportunities arise, improve existing development to meet these objectives as well.             |
| Policy QN-1.8  | Promote the preservation of positive character defining elements in neighborhoods, such as architecture; design elements like setbacks, heights, number of stories, or attached/detached garages; landscape features; street design; etc.  |

- Policy QN-1.9      Protect residential neighborhoods from the encroachment of incompatible activities or land uses which may have a negative impact on the residential living environment. (San José 2020 GP modified)
- Policy QN-1.10     Public and private development should be designed to build upon the vital character and desirable qualities of existing neighborhoods.
- Policy QN-1.11     Encourage the maintenance of private property within the city's neighborhoods, and actively enforce the City's codes related to blight.

**QN-1 Vibrant, Attractive and Complete Neighborhoods Actions**

- Action QN-1.12     Continue to work with community and neighborhood groups on the development and implementation of policies and initiatives to enhance community identity and to foster pride in the neighborhood.
- Action QN-1.13     Develop and implement policies, design guidelines and regulations to facilitate the development of compatible small scale neighborhood serving retail in appropriate locations within or adjacent to existing neighborhoods.
- Action QN-1.14     Develop and implement policies, design guidelines and regulations to promote the preservation of positive character defining elements within neighborhoods.

**Community Empowerment**

**Goal QN-2            Empower communities to improve the quality of life in their neighborhoods**

**QN-2 Community Empowerment Policies**

- Policy QN-2.1      Proactively engage neighborhood groups in the decision-making process as a regular component of City government activities. (San José 2020 GP)
- Policy QN-2.2      Continue to abide by the City's Community Outreach Policy and update, as needed, to reflect changing technology and improved techniques.
- Policy QN-2.3      Ensure that the community has opportunities to provide input on the design of public and private development within their community.

**QN-2 Community Empowerment Actions**

- Action QN-2.4      Continue to work with neighborhood and community leaders to educate them on the City's decision making processes and to empower them with the knowledge to participate in these processes.

**Access to Healthy Foods**

**Goal QN-3**      **Ensure that all residents have sufficient access to healthy food, as defined by the U.S. Department of Health and Human Services and the U.S. Department of Agriculture.**

**QN-3 Access to Healthy Foods Policies**

- Policy QN-3.1      Encourage the location of full service grocery stores within or adjacent to neighborhoods with limited access to healthy foods. At least TBD% of all San José residents in each planning area should live within a ½ mile walking distance of a full service grocery store.
- Policy QN-3.2      Work with the Valley Transportation Authority to ensure that public transit provides access to full-service grocery stores, farmers' markets and other key healthy food retailers.
- Policy QN-3.3      Support the efforts of the State, County and non-profits to encourage all healthy food retailers to accept public food assistance programs such as the Supplemental Nutrition Assistance Program (a.k.a. Food Stamps) and the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC).
- Policy QN-3.4      Ensure that the General Plan continues to designate appropriate lands in low-income and nutrition deficient neighborhoods, for full-service grocery stores.
- Policy QN-3.5      Encourage the location of healthy food retail in neighborhoods with high concentrations of fast food outlets compared to full-service grocery stores and fresh produce markets.
- Policy QN-3.6      Expand the production and local consumption of locally grown produce, including promoting the expansion of farmers' markets, new community garden facilities, and urban and urban edge agriculture opportunities.

**QN-3 Access to Healthy Foods Actions**

- Action QN-3.7      Collaborate with the Santa Clara County Public Health Department to measure the accessibility of healthy foods as well as the relative concentration of fast food restaurants near schools. Use this data to identify any excessive concentration of fast food retailers in the vicinity of schools and the need for alternative healthy food options.
- Action QN-3.8      Collaborate with the Santa Clara County Public Health Department to measure the accessibility of healthy foods by neighborhood including both the percentage of residents living near full-service grocery stores or fresh produce markets and the relative concentration of fast food restaurants and convenience stores to healthy food retailers. Use this data to identify nutrition deficient neighborhoods in the city.

- Action QN-3.9 Collaborate with the Santa Clara County Public Health Department and the non-profit health sector to develop an economic development strategy to attract full-service grocery stores, fresh produce markets, and other healthy food retailers to low-income and nutrition deficient neighborhoods in the city. Also work collaboratively to develop an economic development strategy to attract healthy food options near schools.
- Action QN-3.10 Collaborate with the Santa Clara County Public Health Department and the non-profit health sector to explore the potential to develop an incentive program to encourage existing liquor stores, neighborhood markets or convenience stores in nutrition deficient neighborhoods to sell fresh fruits and vegetables. Incentives could include, but are not limited to increases in density, reductions in parking requirements, or grants to purchase refrigeration units or other equipment necessary to sell fresh produce.
- Action QN-3.11 Identify potential new locations for farmers' markets in low-income and nutrition deficient neighborhoods, including joint use opportunities on publicly owned land.
- Action QN-3.12 Maintain an inventory of available vacant or underutilized land owned by the city or other public entities that could be used for food production.
- Action QN-3.13 Explore limiting the number of fast food restaurants located near schools.